

**BOARD OF PARKS AND RECREATION  
CONSOLIDATED CITY OF INDIANAPOLIS  
MINUTES OF December 19, 2013**

The meeting of the Board of Parks and Recreation was called to order by Chairman Williams, Thursday, December 19, 2013, at 3:45 p.m. Room 260, City-County Building, 200 East Washington Street, Indianapolis, Indiana 46204.

**Board Members Present:** Chairman, John Williams, Mr. Joe Wynns, Anne Valentine  
Josh Bowling and Dr. Jackie Greenwood

**Staff Present:** Louvenia Holstein, Board Secretary  
Suzanne Martin, Assistant Board Secretary  
Doug Kowalski, Deputy Corporation Counsel

**Directors Announcements:** Chairman Williams greeted the Board and the audience and stated that he doesn't have too many Directors announcements but he does want to say thank you to all of our community partners and that the year 2013 has been an extremely good year for us as far as what we have been able to accomplish and most of that is attributed to a variety of folks working with us, not only the Indy Parks staff, and he wants to say thank you to them as well, the Parks Board who have been gracious to commit their time to be here and to represent the various constituencies that are here in the City. He stated that he appreciates everything that has gone into it. The Parks Foundation who have been here with us the past couple of decades to help us do what we need to do and moving our department forward. Those other partners that we have, community leaders, community members, corporations, non-profit organizations and individuals, he thanks them all for your commitment to Indy Parks and helping us move forward in doing the things that we do on a day-to-day basis. Thank you.

**Approval of Minutes:** September 26, 2013, October 24, 2013 and November 21, 2013

Ok Board members, what you have before you are the minutes for September 26, October 24, and November 21, 2013. Chairman Williams stated that since not everyone was here at every meeting he will take a vote on them individually then.

September 26, 2013 minutes - A motion was duly made by Dr. Greenwood and seconded by Mr. Wynns, and unanimously passed to approve.

October 24, 2013 minutes - A motion was duly made by Mr. Wynns, seconded by Mr. Bowling, and unanimously passed to approve.

November 21, 2013 minutes – A motion was duly made by Ms. Valentine, and seconded by Mr. Wynns, and unanimously passed to approve.

**New Business**

1. Agenda Item #50, 2013 – Approval by the Board of Parks and Recreation of the Consolidated City of Indianapolis, Indiana for their 2014 Board meeting schedule.

Louvenia Holstein the Indy Parks Board Secretary asked the Board to approve the 2014 Board Schedule and read off the dates of each month's meeting.

A motion was duly made by Mr. Wynns, seconded by Dr. Greenwood, and unanimously passed to approve Agenda Item #50, 2013.

2. Agenda Item #51, 2013 – Approval by the Board of Parks and Recreation of the Consolidated City of Indianapolis, Indiana of the Parks Department 2014 Fees and Charges.

Chairman Williams greeted Kent Knorr and Lisa Leming from Indy Parks Financial Division. Mr. Knorr stated that they are presenting the 2014 Fees and Charges and to start out he just wanted to share with the Board what that process entails. The Finance team met with all the Regional Managers starting in August of 2013 and also met with the Superintendent of Operations, the Park Managers, the Aquatic Managers, Senior Manager of Customer Service and this was really a wide-ranging team effort within Indy Parks to compile this data comparing our 2013 fees and charges and history going back as far as five or six years. This process was very detailed. They looked at examples within other departments and studied intensely supply and demand questions as far as how our facilities are being used. We studied the amenities we are offering and we looked at ways to have continuity between our fees and charges so that we are charging similar fees for like facilities. We really, he thinks have had a very detailed process this year that has gone a long way to clean up even further the fees and charges document sheet so that it continues, in his opinion, improve every year and be a better working tool for the department. As he mentioned that they have met yearly with staff and were able to move forward with what you have before you today. The document you have before you, on a detailed basis, has the changes highlighted in red. There have been a number of changes and they will try to go through those on a high level and if you have any specific questions they will be more than happy to answer those for you and talk you through the justification process was for making those changes.

#### Daily Admissions:

He started out with the daily admissions and within Aquatics you will see some changes that include new rates for holidays. What we are looking at here is the anticipation of holidays, 4<sup>th</sup> of July, Memorial Day, and these dates tend to have a higher attendance rate so they have matched those up to meet their week-end rates. There are some locations where they have proposed discounts after 5:00 p.m. at locations that stay open late. What they have seen is a general trend that by 5:00 p.m. their attendance levels drop and with this discount hopefully this will encourage families to come back to the pool and spend those couple hours at the pools to increase our revenue by offering that discount.

At a few of our locations you will see some increases of both 50 cents and \$1.00 to the admission. These increases are the first increases we have had in six years. The justification for doing so is fairly simple to understand, our costs for chemicals, for utilities for water, continue to go up and we are trying to address some of that, not drastic increases but a few increases none the less. Also changes at Perry Ice Rink we have some adjustments admissions for both the week-end rates for Stick & Puck where he believes it has been about 10 years since they have adjusted this and also for free style which is a time for figure skaters. Again here they just looked at industry standards and really brought Indy Parks in line with what the other rates were in town. Josh stated that this is pretty substantial for Stick & Puck. Kent answered, yes, it is but he doesn't think for Stick & Puck users it will be too detrimental because he believes they realize that Indy Parks has been giving them a big break compared to other facilities. Kent mentioned that they have pretty limited Stick & Puck sessions as it is at Perry, one or two a week, because they are maximized on most of the ice rental time. You are correct. It is substantial in the sense that they have neglected to make any changes

on this for a number of years. J. R., the manager at Perry did some investigation and his findings were that we were way below market value on this.

Kent asked before they move on if the Board had any questions regarding daily admissions.

#### Passes and Memberships:

Lisa mentioned that there are just a few changes with our Passes and Memberships. One is their Bark Park Passes. They have created a combo pass which is new for the southside dog parks Paul Ruster and Smock – for the \$75.00 fee you can go to both parks which are relatively close and they feel this is a way to increase attendance at these parks without decreasing the fees. You get more bangs for your buck! Throughout the year they also discounted rates and they have discounted those even further for 2014 to encourage more people to buy passes throughout the year.

The weight rooms, this is something that they implemented this year, in 2013, she wanted to give the Board an update on this. They will continue with this program and they have received a lot of feedback that it is a nice benefit to include that the parents or guardian can come in and workout while their children participate in other programs. Chairman Williams wanted to add to this by stating that the department took a look at this amenity and they not only looked at the time, not only with the weights, but the other programs as well, and the opportunity that was there in regards to folks making a choice to come in and swim in the later part of the day. They noticed that there was a monetary return from offering this option to the public last year. On to the athletic fields. Josh asked a question about the passes. He stated that this may be comparing two different things, and if so let him know, it seems like we are raising the price of admission on pretty much all of our inner city pools but we are lowering the price to take dogs to the dog parks. So are we seeing really good attendance at the pools so we don't need to encourage more folks going to the pools, but we are not getting as much attendance at the dog parks so we are encouraging more folks to attend these? Kent answered that there is only a decrease from July 1 and beginning September 1<sup>st</sup> because historically the majority of people will buy their passes April through June. The feedback they have received from customers is that they do not want to buy a pass in August if it is only going to be good for the next four or five months at full price. It really is a pro-rated discount. The interesting thing we are seeing at dog parks is that we are seeing more competition now. There are a few more private dog parks and a few more park agencies that are becoming involved in dog parks too. Kent stated that we are not the only "Dog" out there. The reality of it is we are having to become a little more competitive on how we are pricing these.

#### Rental of Pavilions, Shelters, and Park Areas:

There are very few changes and most of them have to do with our shelter and pavilions. As you may recall they did implement a Marion County Resident Discount Policy 2 years ago. This year they have had an increase in the amount of about \$2,000. Customers would find ways to get around the higher fee for out of county residents by having other family members make the reservation.

Mr. Wynns asked what process is in place to improve the quality of the shelters. The shelters are not in good shape, the trash is not being removed timely. This is something that you can't control for the quality of the shelter. There are several people that he knows who have canceled their shelter rentals and asked for their money back because after they showed up everything was trashed. He stated that you want to make sure that when you put your fees out there especially for high usage areas, that you are guaranteeing a quality facility. You should make sure whoever is responsible in DPW understands that this carries a heavy weight for the department. Chairman Williams stated that he can answer that question. He stated that there are a couple of things that have been going on. The people in charge at DPW have worked with the Office of Audit and Performance to look at,

through a 6 sigma process, how trash collection was going to take place. They have come up with a different plan as to how they will be addressing trash collection at those shelters and get better at being able to identify what spots are trouble spots and marshal the resources appropriately. The second thing is they have talked about how we can change what we commit to as far as a time frame for those shelters to be clean. So instead of saying that they will be clean by 9:00 that we move that back an hour so we will say they will be clean by 10:00 so the renter knows there is a certain period of time that the expectation of it being cleaned is not going to be that way once they get there. If they arrive before that time, it will not be cleaned, and we have already let them know that. We have changed that a little bit. The third thing is, when he first started he had the Resource Team take a look at all of our structures, like shelters and things, and tell him what shape they were in. They rated them from good to bad. They were looking at and Danny and Dave they were both looking at these facilities to see what needed to happen as far as getting them in better shape. Now that we have this type of information we are able to go out and secure partnerships to try to help us, when we do days of service, if we are going to do a roof on a shelter or something like that on a beautification day then we make sure that we tie those things together or go out and find some more who are willing to come on side with us with regard to rehabing the shelter and so on.

Mr. Wynns stated that these shelters could be a means of revenue for the department. You can make money off of shelters. Chairman Williams stated that the first thing we needed to do was to go out and take a look at them to see what shape they were in and that was what we did and now we are moving forward.

Lisa stated that that you will see that we have a few increases as well as decreases and this is based upon scheduling and also the amenities in the parks and what they are close to. They have also added several new shelters in the neighborhood parks that now have either spray grounds, restroom facilities so they do have some new sites. Mr. Wynns asked if they still have some first come, first serve sites. Lisa stated yes. They started around three years ago when they upgraded to modular restrooms they made sure that at least one shelter in that park was available for this option. Chairman Williams stated that Grassy Creek Park is a good example of this as you have a shelter and a sprayground as well. Lisa stated that you will notice an increase as well with the garden plots. They have found that most of the people using these are seniors, so even though we have added the increase they still receive their senior discount of 50%.

#### Rental of Facility Rooms:

Ken stated that under the Facility Rooms you will notice a number of changes. Those basically reflect in a few different areas. They have some new opportunities for rentals that will stand out there at locations that just didn't exist before. They also have some opportunities for extended hours where they had not been renting previously. You will see some locations where they have added hours, say like, 6:00 p.m and this is new and then we have also made some distinction between weekday and weekend fees. These are what constituents most of the changes. Most of the changes within the rental facilities are not extremely drastic. Probably the location with the largest increase is the Post Road location where you will see increases of about 30% and just a reminder there, we have had a number of updates that are finally completed out there. So we are starting to see the need to bring this facility in line with other private rental facilities.

Ken stated that if the Board has any specific questions about any of these that they would be happy to go through those. Really these changes fit between those two areas, either new opportunities or extended hours.

### Rental of Aquatic and Sports Facilities:

Lisa stated that the big highlight here is that they have added a new party deck at the swimming pools for rental during the summer time. They are making this available at most of the aquatic centers. You are basically guaranteed a certain areas on deck at the pools with picnic tables where customers can have their own party. Another change is the endurance events that are not at Eagle Creek Park rates have been the same for over 7 or 8 years which is basically \$1.00 per person and they are increasing this fee to \$2.00 per person. There was an increase for demand of the large group endurance events on the west side of Eagle Creek and more and more requests for that side of the water on the weekends so they really didn't have a fee set so they now have a fee for that. They have added a new fee, the \$840.00 runs are expanding on both sides.

### Rental of Equipment:

Just a few changes at Perry for rental of hockey equipment, rental fee and skate sharpening. This is still just keeping up with the industry fees as well. And new kayak rental slips out at Eagle Creek Park and they will phase into this in 2014.

### Miscellaneous Fees:

Lisa stated that the only thing they have is their preferred catering list increase. The preferred catering list is for our caterers that cater in our park facilities and in our park shelter rentals. Once you are on our catering list you can cater at any of our parks and it is a one-time annual fee.

The other information that they have attached, which is the athletic field list which is very detailed as to specific fields and a part of that is the new Post Road Park usage fees that is included as well and with that the fields are supposed to be completed in August so these fees would be effective in 2014 and they know that they will have a short season with these just opening in August and they have done a lot of research, a lot of homework and they feel these are good 1<sup>st</sup> year fees and they will have to go through 2014 and see what adjustments need to be made for the following year. Lisa stated that she did attach their Employee Discount Program sheet and there were not changes but usually every year we have a little bit of a tweak or change but she went ahead and attached that anyway.

Lisa asked if there were any questions from the Board. Mr. Wynns stated that it is a very detailed document and he doesn't want to sound facious, but "can you do anything free at Indy Parks"?

Kent answered that there are fees and these guaranteed that they can use the amenity on a said date, for a set time, and it is available to them. Mr. Wynns stated that the question is can Indy Parks maintain the diamond for their customers to use? Mr. Wynns stated that when you are doing fees, you have to produce a product. If you are going to charge me \$25.00 to practice at a diamond then Maintenance is going to have the diamonds ready. It is collaboration here. If I pay \$25.00 to use a diamond and I show up and it is not lined and it is not taken care of, then you have a maintenance issue and an image issue and you have to make sure with these fees that you are not extending DPW workload to maintain all these fields. Kent replied that he believes Mr. Wynns is asking a fair question and that gives us the tool to prioritize that are getting that higher level of maintenance and the fields that are being rented we know have to be our prioritized fields. Mr. Wynns wants to make sure that when they put a price on something then you need to provide a quality product.

Chairman Williams stated that since he has been here this is what has been done historically as far as having fees for certain groups to come in and participate. He said he does know that a few years

back he had the privilege of sitting in on the Parks folks when they did the six sigma and looked at the fees that were not being charged for field uses for a lot of these organizations so, what we had then was folks would come in and use the fields and pay \$1.00 and tear the fields up and we were collecting no resources, no revenues to fix the fields at that time so this is really a happy medium, if you will, to give us a little bit of revenue for some of the fields that we know are going to be utilized by folks who have historically used our fields and quite frankly, some of them have used them for little or nothing and there is a deterioration of the fields because of that usage. We are trying to recoup some of that cost and with the same thing being at mind, that there is an opportunity for people to go out there because it is an open space to utilize these fields when nobody else is out there using them. When they are reserved and that kind of thing then people will have to understand that someone has paid money to utilize that field. There are a number of parks that we have where people will just go up and start playing soccer or throwing the ball around and unfortunately, and this is just the day that we live in, Joe and I am sure you can appreciate this, kids just don't get together and go play baseball any more like we did when we were kids. They just don't do that anymore. Most of the activity that takes place really is about organized groups who have seen an opportunity for them to bring kids through a group atmosphere and participate in a group sport like baseball, or soccer.

Mr. Wynns stated that he wants to offer just one small comment. He agrees. A lot of these organizations are providing a service that Indy Parks is not providing. They are Little League organizations they are charging sponsorships, their mom and dads club and if they were not providing that service those kids would not be served or they could organize it and give it to Indy Parks to run and Indy Parks doesn't have the money to do it. It is a balancing effect. You need to be very careful that you do not price these youth organizations out of the parks because they are providing a service for those kids. Chairman Williams stated that we are very cognizant of that. It is a balance and that is what we are trying to do. Kent stated that we do have discounts for those organizations built into this and we also have many examples of partnerships too. Chairman Williams stated that a couple of baseball folks have redone the fields for us which has a dollar value that we can actually attach to that work that they have done. Mr. Wynns stated that he is just concerned that this service not be denied, and these organizations running these programs are running them on shoestrings. Chairman Williams stated that that is true and he will say this, in closing, he coached basketball and many times he came out of pocket for that and helping kids that were disadvantaged and based on the tournaments that he participated in we are far from market value as far as what we charge in our organization. He doesn't think that it would be pricing folks out of the Indy Parks system charging what we charge. He thinks that we have to continue down this path of making sure that we have some resources coming back to us that we can help our sister agency, like DPW, with regard to maintenance and that kind of thing because at the end of the day whomever uses the field, they are going to put some wear and tear into them and if we are not getting anything back for it then all we can expect to do is to continue to have an increased budget with regard to expenditures for maintenance. We are trying to do our best to level the playing field, no punt intended. Mr. Wynns stated that keeping kids out there playing is the goal. Mr. Williams stated that this is Indy Parks goal as well. Mr. Wynns asked what percentage of increase of total dollars was there from last year to this year. Lisa and Chairman Williams stated that they will calculate this for you. Chairman Williams stated that they can calculate the number of projected revenue would be. He wants to be sure that any additional revenue be reinvested into the maintenance fund. His priority as a Board member is to make sure that Indy Parks has the resources and if you are going to generate 10% more than you did last year then this should be reinvested back into maintaining and helping DPW with the maintenance costs.

Chairman Williams asked if there are any other questions from the Board members. Ms. Valentine stated that she assumes this is an annual process of evaluating the fees and that sort of thing. Chairman Williams replied, yes. Ms. Valentine stated then following up on what Mr. Wynns said, if you find that there are some fees that all of a sudden you notice a real big down tic then we would

adjust them next year or if there were some sort of group that came and said we can't afford what you are charging, we are a reasonable organization that would respond appropriately to that if we felt that there was a need in the community and we were not able to meet that need basically on the fees that we are charging. Chairman Williams stated that we have worked with groups as far as trying to help find sponsorships and things of that nature to make sure that we will continue to do the things that we do. Again there are other groups out there who are really pretty good at doing some of these youth sport type of things and we have been talking with them about how they can be in the parks and how they incorporate opportunities for some of the kids that may not have. We would talk to these sponsors to have them do outreaching to those kids that would not have the opportunity to be on these teams etc. Chairman Williams has personally talked with a couple of groups to try to determine whether or not it is feasible for them to be in Indy Parks and do the things that we would like them to do as well. Ms. Valentine would also echo your observation that a lot of other sports that we are well below the market rate for facility rental for those types of things and this seem to be a good middle ground for the offering that we have.

Dr. Greenwood asked if we have any discounts for our schools. For instance for track and field we used to have the kids out there and she knows that the coaches state that they do not have the money. So there is a plan of action if they do not have funds they can come to one of you and request rental at a reduced rate? If so, who is the contact person?

Chairman Williams stated that as part of the Indy Parks policy we have 501C3 government organizations can request a fee waiver and receive a certain percentage off of the cost of renting any one of our facilities. If they want to do this they must first contact that park manager to discuss what it is that they want to do and get the ball rolling. That form would be filled out and sent up to the Director and ultimately he will sign off on them and determine what that fee waiver would be. Dr. Greenwood thanked the Chairman.

A motion was duly made by Ms. Valentine, seconded by Mr. Bowling, and unanimously passed to approve Agenda Item #51, 2013.

**Amendment:**

3. Agenda Item #17A, 2013 – Approval by the Board of Parks and Recreation of the Consolidated City of Indianapolis for Amendment #1, to the Professional Service Agreement with Edward George & Associates by extending time for Evaluation & Programming of Existing HVAC Controllers at Thatcher, Indy Island, Perry and Municipal Gardens Parks.

Danny Swails thanked the Board secretary and introduced himself, as the Construction Project Manager for the Department of Public Works. Back in February of 2013 the Board allowed them to enter into a Professional Services Agreement with Edward George & Associates to evaluate and program the existing HVAC controllers at the above-mentioned parks. He is only requesting a time extension on this. After entering into this agreement they discussed with the contractor a way that they could be more efficient with the labor hours and through ISA obtained them remote access and it took awhile to obtain this access which allows them to log onto these systems remotely and save a ton of labor hours. That agreement expires December 31, 2013 and this amendment is to extend it to June 30, 2014 and this is all this is. If the Board has any questions he would be happy to answer them.

Dr. Greenwood asked if there was any additional cost. Mr. Swails answered that there were no additional costs.

Chairman Williams asked if there were any additional questions from the Board. There were none.

A motion was duly made by Dr. Greenwood, seconded by Mr. Wynns, and unanimously passed to approve Agenda Item #17A, 2013.

Mr. Swails thanked the Board and wished them a Merry Christmas. Chairman Williams stated that this concludes any agenda items that we have. Chairman Williams thanked the Board members too and he thinks he failed to mention them when he was speaking earlier for your service and he knows that sometimes it takes you away from family and the things that you could be doing to sit on this board and offer your opinions and also offer your expertise and helping us move the City's Parks Department in the right direction so again I appreciate your service to the City of Indianapolis and help him out as we move forward into 2014 to do bigger and better things. Happy Holidays

### **Adjournment**

A motion was duly made by Dr. Greenwood for adjournment, seconded by by Mr. Wynns and unanimously passed to adjourn.

The next Board of Parks and Recreation meeting is scheduled for January 23, 2014 at 3:45 p.m. to 5:00 p.m. in Room 260 of the City-County Building, 200 East Washington Street, Indianapolis, Indiana 46204.

**SUBMITTED:**

**APPROVED:**

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Louvenia Holstein, Board Secretary

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John W. Williams, Chairman  
Board of Parks and Recreation

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Date